For immediate release

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JIM BUTTERFIELD FEATURED

AT COMMODORE CES BOOTH

WEST CHESTER, PA -- Jim Butterfield, the world's foremost authority on Commodore computers, will be demonstrating the revolutionary new Commodore 264 home computer at Commodore's CES Booth number 825. Butterfield will appear on a specially designed stage with elaborate video projection systems. A series of monitors will show onlookers exactly how the computer is being used. This setup will allow Butterfield to effectively demonstrate just how easy it is to operate the new Commodore 264 with its built-in software.

Butterfield was selected as the spokesperson for the Commodore 264 because of his immense popularity and expertise on Commodore systems. His standing as technical "guru" was reinforced last year when he became the first computer figure to grace the "centerfold" of a major computer publication. Butterfield, a Canadian, has been writing and lecturing on Commodore computers ever since the first PET was released in 1976. He is an associate editor for Compute! magazine and is a well-known publisher of Commodore books and articles worldwide. Butterfield served as the principal script consultant for the "Bits and Bytes" series now being televised on PBS. He is also a co-host on TV Ontario's popular "Computer Academy" series.

Butterfield will not only be presenting the Commodore 264 at the CES Show. He will also be discussing and demonstrating Commodore's VIC-20 and Commodore 64 computers. "It's nice to be able to trace the history of the increasing power and sophistication of Commodore computers," says Butterfield.

"The VIC-20 is a splendid machine, especially as a starting computer. Its large, easy-to-read letters on the screen, economical price, and splendid introduction manual make the VIC-20 an ideal system for the first-time user who wants to find out what computing is all about.

"The Commodore 64 is the family computer...the fun computer," continues Butterfield. "It's full of features that appeal to the creative programmer. It has incredible sound, splendid graphics, and a versatile internal structure that's a source of inspiration and a rich field for exploration and exploitation.

"The Commodore 264, Commodore's newest computer, looks like a system that gets right down to business," says Butterfield. "It gives you extra features that help both programmer and user put the computer to work quickly and easily. It has a beefed-up BASIC language to help programmers write business reports and create graphics. It has a new keyboard design to assist users; this includes a "help" key and other programmable function keys. Application programs, built into the Commodore 264, are ready to go the moment you turn the computer on."

Commodore Business Machines, Inc. is a wholly owned subsidiary of Commodore International Ltd. (NYSE:CBU), a fully integrated manufacturer of advanced microcomputer systems, consumer electronic products, semiconductors and office equipment. Commodore markets the Commodore VIC-20™, Commodore 64™, PET®, CBM®, and SuperPET™ computer systems and software to major accounts and stores.

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